MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BMR3834 – STRATEGY MARKETING

(DE)

2 MARCH 2017
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page (excluding cover page) with 5 questions only.

2. Attempt ALL FIVE questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answer in the Answer Booklet provided.

ANSWER ALL QUESTIONS.

QUESTION 1

Concentrated marketing is a marketing strategy that can be used by organizations to better serve their segments and strengthen their market position. Explain concentrated marketing and describe how it can be applied in the medical industry.

(20 Marks)

QUESTION 2

Price differentiation and brand differentiation are drivers of uniqueness that can give a company competitive advantage. Explain both these drivers with relevant examples.

(20 Marks)

QUESTION 3

Explain FIVE (5) roadblocks and barriers to innovation.

(20 Marks)

QUESTION 4

The focus of relationship marketing is on building bonds and ties between the organizations and its customers to improve feedback and ultimately enhance the prospects of customer loyalty. Explain components of the relationship marketing ladder.

(20 Marks)

QUESTION 5

The importance of strategic customer relationships mandates a strategic response from the sales and account management. Explain FIVE (5) components of the strategic sales organization.

(20 Marks)

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